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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER

BOUTAH, ALINA A

ART UNIT

PAPER NUMBER

2143

DATE MAILED: 11/02/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/876,417	YU, ALLEN	
	Examiner	Art Unit	
	Alina N Boutah	2143	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 10 August 2005.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1 and 3-26 is/are pending in the application.
- 4a) Of the above claim(s) 23-26 is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1 and 3-22 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Amendment

This action is in response to Applicant's amendment filed August 10, 2005. Claim 2 has been cancelled. Claims 1, 3-22 are pending in the present application.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over USPN 6,330,592 issued to Makuch et al. (hereinafter referred to as Makuch) in view of USPN 6,560,678 issued to Weissman et al. (hereinafter referred to as Weissman).

(Amended) Regarding claim 1, Makuch teaches a method for personalizing digital objects and content associated with a web page sent to users across a network, comprising the steps of:

(a) accessing content categories that are linked to a plurality of keywords (abstract; col. 2, lines 31-45; col. 5, lines 46-60; col. 6, line 60-col. 7, line 5);

- (b) associating at least one resource with a plurality of keywords (abstract; col. 2, lines 31-45; col. 5, lines 46-60), to allow the system to personalize the digital objects delivered to a user based on the user's activity level for keywords in separate categories (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (c) tracking each user's activities by storing an activity level for keywords associated with each resource, wherein the users' activities are tracked as the user accesses the resources (abstract; col. 2, lines 31-45);
- (d) determining a user's content preferences based on the activity level for keywords across multiple categories (abstract; col. 2, lines 31-45); and
- (e) delivering the digital objects associated with a web page to users based on the user's content preferences across multiple categories (abstract; col. 2, lines 31-45; col. 5, lines 46-60).

However, Mukuch does not explicitly disclose that the content categories are arranged hierarchically. Weissman teaches arranging content categories in hierarchy (figures 2A and 2B). At the time the invention was made, one of ordinary skill in the art would have been motivated to arrange content categories in hierarchy because hierarchies in general are organized in such a way that facilitates resource retrieval, therefore allowing users to retrieve the requested web page content quickly.

Regarding claim 3, Mukuch teaches a method as in claim 1, further comprising the step of defining a weighting factor for each association between keywords and resources (col. 6, lines 1-5, line 60 to col. 7, line 5 and lines 14-21).

Regarding claim 4, Mukuch teaches a method as in claim 3, further comprising the step of applying the weighting factor to the user's recorded activity level for the resource associated with the keyword (col. 6, lines 1-5, line 60 to col. 7, line 5 and lines 14-21).

Regarding claim 5, Mukuch teaches a method as in claim 1, further comprising the step of reorganizing links between content categories and keywords (col. 1, lines 34-48).

Regarding claim 6, Mukuch teaches a method as in claim 1, wherein step (b) further comprises the step of storing the resources, which refer to digital objects selected from the group of digital objects consisting of web pages, executable scripts, graphic objects, documents, and executable objects (figure 2).

Regarding claim 7, Mukuch teaches a method as in claim 1, further comprising the step of using resources that contain universal resource locators (URLs) (col. 5, lines 61-67).

Regarding claim 8, Mukuch teaches a method as in claim 1, further comprising the step of using resources that are digital documents (figure 2).

Regarding claim 9, Mukuch teaches a method for personalizing digital objects and content associated with a web page sent to users across a network, comprising the steps of:

- (a) accessing content categories that divide digital objects into content groups (figure 2; col. 4, lines 40-64);
- (b) linking a plurality of keywords to a content category (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (c) storing a plurality of resources which refer to digital objects (figure 2; col. 4, lines 40-64); and
- (d) associating a resource with at least two keywords in separate categories to deliver the same digital objects to users based on users' activities in the separate categories (abstract; col. 2, lines 21-45; col. 5, lines 46-60).

Regarding claim 10, Mukuch a method as in claim 9, wherein step (c) further comprises the step of storing a plurality of resources, which refer to digital objects selected from the group of digital objects consisting of web pages, executable scripts, graphic objects, documents, and executable objects (figure 2).

Regarding claim 11, Mukuch teaches a method as in claim 9, further comprising the step of using the resource that is associated with at least two keywords, in order to provide flexible labeling for the resources (col. 6, line 60 to col. 7, line 5).

Regarding claim 12, Mukuch teaches a method as in claim 9, further comprising the step of using resources that contain universal resource locators (URLs) (col. 5, lines 61-67).

Regarding claim 13, Mukuch teaches a cache-enabled personalization system for delivering digital objects and content associated with a web page to a user, comprising:

- (a) content categories (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (b) a plurality of keywords associated with the categories (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (c) a user activity logging component, associated with the plurality of keywords, configured to track user activity and store the user's activity as it relates to keywords (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (d) a plurality of resources, which refer to the digital objects, and are associated with at least two keywords to personalize delivery of the digital objects (figure 2); and

(e) a caching data component, coupleable with the user activity logging component, which delivers cached digital objects to the user as the digital objects relate to multiple keywords across multiple categories (col. 2, line 62 to col. 3, line 5).

However, Mukuch does not explicitly disclose that the content categories are arranged hierarchically. Weissman teaches arranging content categories in hierarchy (figures 2A and 2B). At the time the invention was made, one of ordinary skill in the art would have been motivated to arrange content categories in hierarchy because hierarchies in general are organized in such a way that facilitates resource retrieval, therefore allowing users to retrieve the requested web page content quickly.

Regarding claim 14, Mukuch teaches a cache-enabled personalization system as in claim 13, wherein the digital objects are selected from the group of digital objects consisting of web pages, executable scripts, graphic objects, documents, and executable objects (figure 2).

Regarding claim 15, Mukuch teaches a system as in claim 13, further comprising a weighting factor for each association between keywords and resources (col. 6, line 60 to col. 7, line 5).

Regarding claim 16, Mukuch teaches A system as in claim 15, wherein the weighting factor is applied to the user's recorded activity level for the resource associated with the keyword (col. 6, line 60 to col. 7, line 5).

Regarding claim 17, Mukuch teaches a method as in claim 13, wherein the resources are digital documents (figure 2).

Regarding claim 18, Mukuch teaches a cache-enabled personalization system for delivering digital objects and content associated with a web page to a user, comprising:

- (a) categories that divide digital objects into content groups (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (b) a plurality of keywords linked to the categories (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (c) a user activity logging component, associated with the plurality of keywords, configured to track user's activity and store the activity as it relates to keywords (abstract; col. 2, lines 31-45; col. 5, lines 46-60);
- (d) a plurality of resources, which refer to the digital objects, and are associated with at least two keywords in separate categories (figure 2); and

(e) a caching data component, coupleable with the user activity logging component, which deliver the same digital objects to the user based on the user's activities in the separate categories (col. 2, line 62 to col. 3, line 5).

However, Mukuch does not explicitly disclose that the content categories are arranged hierarchically. Weissman teaches arranging content categories in hierarchy (figures 2A and 2B). At the time the invention was made, one of ordinary skill in the art would have been motivated to arrange content categories in hierarchy because hierarchies in general are organized in such a way that facilitates resource retrieval, therefore allowing users to retrieve the requested web page content quickly.

Regarding claim 19, Mukuch teaches a system as in claim 18, further wherein the digital objects are selected from the group of digital objects consisting of web pages, executable scripts, graphic objects, documents, and executable objects (figure 2).

Regarding claim 20, Mukuch teaches a system as in claim 18, wherein the resources contain universal resource locators (URLs) (figure 2).

Regarding claim 21, Mukuch teaches a system as in claim 18, wherein links between content categories and keywords are dynamically reconfigurable (col. 1, line 61 to col. 2, line 8).

Regarding claim 22, Mukuch teaches an article of manufacture, comprising: a computer usable medium having computer readable program code means embodied therein for personalizing digital objects and content associated with a web page sent to users across a network, the computer readable program code means in said article of manufacture comprising:

computer readable program code means for accessing content categories that are linked to a plurality of keywords (abstract; col. 2, lines 31-45; col. 5, lines 46-60);

computer readable program code means for associating a resource with a plurality of keywords (abstract; col. 2, lines 31-45; col. 5, lines 46-60);

computer readable program code means for tracking each user's activities by storing an activity level for keywords associated with each resource, wherein the users' activities are tracked as the user accesses the resources (abstract; col. 2, lines 31-45; col. 5, lines 46-60); and

computer readable program code means for determining a user's content preferences based on the activity level for keywords across multiple categories (abstract; col. 2, lines 31-45; col. 5, lines 46-60); and

computer readable program code means delivering the digital objects associated with a web page to users based on the user's content preferences across multiple categories (abstract; col. 2, lines 31-45; col. 5, lines 46-60).

Response to Arguments

Applicant's arguments filed August 10, 2005 have been fully considered but they are not persuasive.

In response to Applicant's argument that the prior art does not teach or suggest the use of plurality of keywords or the use of a hierarchical content system in a content management system as in claim 1, the PTO respectfully submits that this is taught in the combination of Makuch and Weissman. As cited above, Makuch teaches the developer defining categories to include keywords in col. 5, lines 46-60, and Weissman teaches a use of hierarchical content system in a content management system in figures 2A and 2B.

With regards to claims 3 and 4, Makuch discloses a weighting factor for each association between keywords and resources in col. 6, lines 1-5, line 60 to col. 7, line 5 and lines 14-21.

In response to Applicant's argument that the prior art does not teach the ability to reorganize links between content categories and keywords as included in claim 5, col. 5, lines 46-60 of Makuch teaches the ability to personalize for visitors dynamically, therefore enabling reorganization of links between categories.

Conclusion

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after

the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Alina N. Boutah whose telephone number is 571-272-3908. The examiner can normally be reached on Monday-Friday (9:00 am - 5:00 pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A. Wiley can be reached on 571-272-3923. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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